Michigan Black Voters' Poll Report

February 2024
Content

Introduction
The Poll
Methodology
Demographics
Key Findings
Our Team

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Introduction

The Howard University Initiative on Public Opinion conducted a recent poll on the opinions of Black voters in Michigan. As a key swing state with the support of Black voters, Michigan helped win President Biden the election in 2020. According to a Roper Center for Public Opinion Research report, historically, on average, 91% of Black voters have cast their ballot for the Democratic candidate, with 9% going to the Republican candidate. In 2020, Biden won 94% of the Black vote. The findings in this report challenge the assumption of the overwhelming support of Black voters for Democratic candidates.
The data presented in this report are from a poll conducted by Howard University researchers associated with the Howard University Initiative on Public Opinion (HIPO). The data were collected in Michigan in February 2024 among Black registered voters. A total of 412 (n=412) surveys were completed, answering questions on various issues, such as factors that impact voting behaviors, opinions on the presidential candidates, opinions on the top issues of the day, as well as preference for news sources.
Methodology

The online polling data were collected through Qualtrics (Provo, UT). Qualtrics gained access to respondents through a series of online audience capture techniques (e.g., website intercept recruitment, member referrals, targeted email lists, gaming sites, customer loyalty web portals, permission-based networks, and social media).
Sample Demographics
Demographics

- The majority of the sample was female (65%), males comprised 34%, and non-binary/gender non-confirming at 1%.
- Most of the sample (60%) was single, 15% married, 14% partnered (but not married), 7% separated/divorced, & 4% widowed.
- Over 50% (58%) of the sample was under the age of 40 (19% under the age of 25, 16% age 25-29, 23% age 30-39), 28% age 40-55, 12% age 56-76, and 1% 77 and older.
- Most of the sample lived below the middle-class threshold, with most earning less than $49,999 (73%), 14% $50-$69,999, 6% $70-$89,999, & 7% above $90,000.
Most of the sample had some college/associate degree (39%), followed by a high school diploma (36%).

What is your highest level of educational attainment?

- Doctorate or professional degree: 2%
- Masters degree: 3%
- Some post-graduate education: 1%
- Bachelors degree: 9%
- Associates degree: 14%
- Some college: 25%
- Trade school certificate: 5%
- High school diploma: 36%
- No High School diploma: 5%
A majority of the sample, 40%, had "no religious affiliation" but noted their belief in God, 9% identified as "spiritual but not religious," 18% identified as "evangelical," while 16% identified as mainline protestant, and 2% Muslim.
Political Party Affiliation

- Democrat: 59%
- Independent: 18%
- Republican: 11%

2% OTHER & 10% NO PARTY
Key Findings
Voting Plans

- **83% Plan to Vote in the Primary Election**
- **91% Plan to Vote in the General Election**
- **Reasons why people do not plan to vote in 2024**
  - 34% don't like the candidates
  - 34% don't think it matters if they vote or not
  - 26% don't think their vote changes anything

If you do not plan to vote, what would motivate you to vote?

- The candidates running were more trustworthy
- Seeing that my vote will change my life for the better
- Seeing candidates that have a connection to the Black community
Voting Plans

• Most of the sample plan to vote for Biden at 49%.
• Trump has gained a considerable number of potential voters at 26%.
• Close to 10% of the sample plan to vote for Kennedy.
• Haley, Stein, Phillips, and Binkley all had 1% of the sample's support.
• Three percent supported a write in candidate.
A higher percentage of Black women show support for Biden than their male counterparts.

Haley, Phillips, Stein, and Binkley all had less than 3% support from both men and women.

Three percent of both men and women supported a write in candidate.
Awareness of Non-Front Running Candidates

- Kennedy, West, and Stein are most well known.

Are you aware of any of the following candidates?

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornel West</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Marianne Williamson</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Jill Stein</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Robert F Kennedy Jr.</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Dean Phillips</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Ryan Binkley</td>
<td>81%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Biggest Concerns about Biden

38%  
AGE

17%  
NO CONCERNS
Biggest Concerns about Trump

29% MORALS/VALUES of Candidate  
28% TRACK RECORD
1. Economy & Jobs
2. Affordable Housing
3. Income Inequality
4. Racial Justice
5. Affordable Healthcare
6. Pro choice

Heading into the 2024 election, which of the following issues are most important to you? (select top 3)
Heading into the 2024 Election, which of the following issues are most important to you? (select top 3)

- Climate change: 22%
- Education reform: 21%
- Disability rights: 17%
- Immigration: 16%
- Foreign policy: 13%
- LGBTQIA+ rights: 13%
- Pro life: 11%
- Strengthen military: 9%

Less Important Issues for 2024

1. Strengthen Military
2. Pro Life
3. Foreign Policy & LGBTQIA+ Rights
**Top Issues by Party (Part I)**

Relative to other parties, **Democrats are more concerned with Democracy & Pro Choice (Reproductive Justice).**
Top Issues by Party (Part II)

Relative to other parties, Republicans are more concerned with Immigration & Education Reform.

Relative to other parties, Independents are more concerned with Affordable Housing & Racial Justice.
Most of the sample are planning to vote along party lines.
Voting Plans Against Party Affiliation

15%

Republicans plan to vote for Biden
Voting Plans Against Part Affiliation

11%

Democrats plan to vote for Trump
Independent Voting Plans

33%  Trump
20%  Biden
25%  Kennedy
Have Changed Political Leanings

48%
About US

The Howard Initiative on Public Opinion (HIP O) is an interdisciplinary project that conducts an ongoing program of research to monitor both shifts and continuities in the broader population of Black Americans regarding politics, economics, culture, media, and social issues. Staffed by Howard University faculty from a range of disciplines and supported by the Graduate School in collaboration with the Ronald W. Walters Leadership and Public Policy Center, the initiative serves a broad need for reliable research reports on Black public opinion.